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The status of the claims as of this Response is thus as follows:

when the consumption of a predefined quantity of the consumable has been detected, rewarding a user of the imaging device.

Claim 2 (original). The method of claim 1, and wherein rewarding a user comprises printing a coupon using the imaging device.

Claim 3 (original). The method of claim 1, and further comprising connecting to a global computer network and obtaining, via the global computer network, a certificate verifying the reward.

Claim 4 (original). The method of claim 3, and wherein connecting to a global computer network and obtaining the certificate verifying the reward is performed automatically in response to detecting that the predefined quantity of the consumable has been consumed.

Claim 5 (original). The method of claim 1, and wherein the detecting the consumption of the consumable comprises calculating an estimated consumption of the consumable.

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1 Claim 6 (original). The method of claim 1, and wherein the consumable can be
2 provided by a plurality of separately identified sources, the method further
3 comprising detecting at least one of the identified sources of the consumable, and
4 basing the reward at least in part on whether the predefined quantity of consumable
5 that has been consumed comprises consumable provided by the at least one
6 identified source.

8 Claim 7 (original). The method of claim 1, and wherein the consumable is defined
9 by a standard retail price per unit of the consumable, and further wherein the reward
10 allows the user to obtain the consumable at a discount over the standard retail price.

12 Claim 8 (original). The method of claim 1, and wherein the consumable comprises
13 sheets of media, and detecting consumption of the consumable comprises counting
14 sheets of the media consumed by the imaging device.

16 Claim 9 (original). The method of claim 1, and wherein the consumable comprises
17 an image forming substance, the imaging device forms an image by depositing a
18 quantity of pixels of the image forming substance, and detecting consumption of the
19 image forming substance comprises at least one of calculating, measuring, or
20 estimating the deposited quantity of pixels of the image forming substance.

22 (Continued on next page.)

1 Claim 10 (previously presented). A method to promote the use of a plurality of
2 consumables in an imaging device including one or more consumption detecting
3 devices, comprising:

4 detecting consumption by the imaging device of individual quantities of the
5 plurality of consumables using at least one of the one or more consumption detecting
6 devices;

7 when a predefined collective quantity of the individual quantities of
8 consumables has been detected, rewarding a user of the imaging device with a
9 reward defined by a value; and

10 basing the value of the reward on the individual quantities of each
11 consumable that has been detected as being consumed by the imaging device.

12
13 Claim 11 (original). The method of claim 10, and wherein each of the consumables
14 are defined by individual consumable values, the method further comprising basing
15 the value of the reward on the individual consumable values.

16
17 Claim 12 (previously presented). A method to promote the use of a consumable in a
18 plurality of imaging devices, each of the plurality of imaging devices including a
19 consumption detecting device, the method comprising:

20 detecting consumption of individual quantities of the consumable by each of
21 the imaging devices using the consumption detecting device of each imaging device;
22 and

23 when a predefined collective quantity of the individual quantities of
24 consumable has been detected, generating a reward.

25
Claim 13 (original). The method of claim 12, and wherein the reward is generated by
transmitting a message to an individual notifying the individual of the reward.

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1 Claim 14 (original). The method of claim 12, and wherein the reward is generated by
2 printing a reward coupon using at least one of the plurality of imaging devices.

3
4 Claim 15 (original). The method of claim 12, and wherein the consumable can be
5 provided by a plurality of separately identified sources, the method further
6 comprising detecting at least one of the identified sources of the consumable
7 product, and basing the reward at least in part on whether quantity of consumable
8 which has been consumed comprises consumable provided by the at least one
9 identified source.

10
11 Claim 16 (original). The method of claim 12, and wherein the plurality of imaging
12 devices collectively consume a plurality of consumables, the method further
13 comprising:

14 detecting consumption by the plurality of imaging devices of individual
15 quantities of the plurality of consumables;

16 when a predefined collective quantity of the individual quantities of
17 consumables has been detected, generating a reward defined by a value; and

18 basing the value of the reward on the individual quantities of each
19 consumable that has been detected as being consumed by the imaging devices.

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1 Claim 17 (original). Apparatus for providing the user of an imaging device, which is
2 configured to consume a consumable, with a reward based on a consumption of the
3 consumable by the imaging device, comprising:

4 a consumable consumption detection device configured to detect quantities of
5 the consumable that are consumed by the imaging device and to generate
6 consumption signals in response thereto;

7 an electronic writeable memory device;

8 an electronic readable memory device configured to contain a user reward
9 message; and

10 a processor configured to receive the consumption signals and to store a
11 consumption value in the electronic writeable memory device, the consumption value
12 being a function of the received consumption signals, the processor further
13 configured to read from the readable memory device the user reward message when
14 the consumption value is at least equal to a predetermined reward value, and to
15 visually display the reward message to the user.

16
17 Claim 18 (original). The apparatus of claim 17, and further comprising a display
18 device, and wherein the processor visually displays the reward message using the
19 display device.

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1 Claim 19 (original). The apparatus of claim 17, and wherein the readable memory
2 device is a readable-writeable memory device, the apparatus further comprising a
3 computer network communication device, and wherein the processor is further
4 configured to access a global computer network via the computer network
5 communication device when the consumption value is at least equal to the
6 predetermined reward value and to obtain from the global computer network the
7 reward message, and to store the reward message in the readable-writeable
8 memory device.

9
10 Claim 20 (original). The apparatus of claim 19, and wherein the computer network
11 communication device is an embedded web server located within the imaging
12 device.

13
14 Claim 21 (original). The apparatus of claim 17, and wherein the consumable
15 comprises sheets of media upon which the apparatus can form an image, and further
16 wherein the consumption detection device comprises a sheet counter configured to
17 count sheets of media on which the apparatus has formed an image.

18
19 Claim 22 (original). The apparatus of claim 17, and wherein the consumable
20 comprises an image forming substance, and wherein the apparatus forms an image
21 by depositing pixels of the image forming substance on sheets of media, and further
22 wherein the consumption detection device comprises a pixel counter configured to
23 count the number of pixels of the image forming substance which have been
24 deposited on sheets of media to form an image.

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(Continued on next page.)

1 Claim 23 (original). The apparatus of claim 17, and wherein the consumable can be
2 provided by a plurality of suppliers, at least one of which can be identified by
3 inspection of the consumable, the apparatus further comprising a consumable
4 identification detection device configured to inspect the consumable and detect
5 whether the consumable has been supplied by the at least one supplier and to
6 generate a supplier identification signal in response thereto.

7
8 Claim 24 (original). The apparatus of claim 23, and wherein the processor is further
9 configured to receive the supplier identification signal, and wherein the consumption
10 value is further a function of the received supplier identification signal.

11
12 Claim 25 (original). A computer-readable storage medium for use by a processor
13 configured to execute computer executable instructions to generate a reward
14 message in response to the consumption of a consumable by an imaging device, the
15 medium holding computer executable instructions to:

16 detect consumption of the consumable; and
17 when the consumption of a predefined quantity of the consumable has been
18 detected, generate a reward message.

19
20 Claim 26 (original). The computer-readable storage medium of claim 25, and
21 wherein the instruction to generate a reward message comprises an instruction to
22 print a coupon using the imaging device.

23
24 Claim 27 (original). The computer-readable storage medium of claim 25, the
25 medium further holding computer executable instructions to connect to a global
computer network and to obtain, via the global computer network, a certificate
verifying the reward.

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1 Claim 28 (original). The computer-readable storage medium of claim 27, and
2 wherein the instruction to connect to the global computer network and obtain the
3 certificate verifying the reward is configured to be executed automatically in
4 response to a detection that the predefined quantity of the consumable has been
5 consumed.

6
7 Claim 29 (original). The computer-readable storage medium of claim 25, and
8 wherein the instruction to detect the consumption of the consumable comprises an
9 instruction to calculate an estimated consumption of the consumable.

10
11 Claim 30 (original). The computer-readable storage medium of claim 25, and
12 wherein the consumable can be provided by a plurality of separately identified
13 sources, the medium further holding computer executable instructions to detect at
14 least one of the identified sources of the consumable, and to base the reward at
15 least in part on whether the detected quantity of consumable that has been
16 consumed comprises consumable provided by the at least one identified source.

17
18 Claim 31 (original). The computer-readable storage medium of claim 25, and
19 wherein the consumable comprises sheets of media, the instruction to detect the
20 consumption of the consumable comprises an instruction to count sheets of the
21 media consumed by the imaging device.

22
23 Claim 32 (original). The computer-readable storage medium of claim 25, and
24 wherein the imaging device forms an image by depositing a quantity of pixels of the
25 image forming substance, the instruction to detect the consumption of the
consumable comprises an instruction to at least one of calculate, measure, or
estimate the deposited quantity of pixels of the image forming substance.

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1 Claim 33 (original). A computer-readable storage medium for use by a processor
2 configured to execute computer executable instructions to generate a reward
3 message in response to the consumption of at least one consumable by an imaging
4 device, the medium holding computer executable instructions to:

5 receive consumption signals from a consumption detection device configured
6 to detect quantities of at least one of the consumables which are consumed by the
7 imaging device;

8 calculate a consumption value as a function of the received consumption
9 signals and store the consumption value in a readable memory device;

10 determine when the consumption value is at least a predetermined reward
11 value;

12 generate the reward message when the consumption value is at least the
13 predetermined reward value and;

14 visually display the reward message.
15

16 Claim 34 (original). The computer-readable storage medium of claim 33, the
17 medium further holding computer executable instructions to connect a computer
18 network communication device to a global computer network and obtain from the
19 global communication network a reward file, and to use the reward file to generate
20 the reward message.
21

22 Claim 35 (original). The computer-readable storage medium of claim 33, the
23 medium further holding computer executable instructions to receive a supplier
24 identification signal from a consumable identification detection device configured to
25 inspect at least one of the consumables and detect whether the at least one
consumable product has been supplied by a predetermined supplier, and to use the
supplier identification signal to calculate the consumption value.

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1 Claim 36 (original). The computer-readable storage medium of claim 33, the
2 medium further holding computer executable instructions to cause the imaging
3 device to print a copy of the reward message.

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5 (End of Claims.)
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